

# Cain Center for the Arts

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Marketing Committee Meeting

04.27.21

**BURKE** Integrated  
Marketing

**Strategy**



# Newsletter Planning

## April '21

- *Construction Update – Demo*
- *Founders' Society Last Call*
- *Tap Takeover Concert Series Reminder*
- *Celebrate Groundbreaking at 2nd Friday*
- *Welcome Perry Mixer*

## May '21

- *Groundbreaking Recap*
- *Contractor Announcement*
- *Aquesta Financing Partner Announcement*

## June '21

- *“Meet the Contractor”*
- *Board Changeovers (TBD)*
- *Org/Donor Spotlight*

## July '21

- *Announce Fall Classes/Reg. State Date*
- *Org/Donor Spotlight*

## August '21

- *Fall Class Reg. Reminder*
- *Org/Donor Spotlight*
- *New Exhibit Announcement*

## September '21

- *Fall Classes Start*
- *Org/Donor Spotlight*
- *Program Update*

## October '21

- *Fall Class Highlight*
- *Org/Donor Spotlight*
- *Program Update*

## November '21

- *Santa's Mailbox/Cocoa with Santa Announcements*
- *Program Update*

## December '21

- *Announce Winter Classes/Reg. Start Date*
- *Org/Donor Spotlight*
- *Program Update*

## January '22

- *Winter Class Reg. Reminder*
- *Org/Donor Spotlight*
- *Program Update*

## February '22

- *Winter Classes Start*
- *Announce Summer Camps/Reg. Start Date*
- *Program Update*

## March '22

- *Winter Class Highlight*
- *Org/Donor Spotlight*
- *Program Update*

# Social Media Planning

## April '21

- *Celebrate Groundbreaking/2<sup>nd</sup> Friday*
- *Founders' Society Last Call*
- *Tap Takeover Concert Series Announcement*

## May '21

- *Groundbreaking Recap*
- *Construction Update – Demo*
- *Tap Takeover Concert Series Reminder*

## June '21

- *Groundbreaking Recap*
- *Contractor Announcement*
- *Aquesta Financing Partner Announcement*

## July '21

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## August '21

- *Announce Fall Classes/Reg. State Date*
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## September '21

- *Fall Classes Start*
- *New Exhibit Announcement*

## October '21

- *Program Update*
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## November '21

- *Santa's Mailbox/Cocoa with Santa Announcements*
- *Fall Class Highlight*
- *Program Update*

**\*\*All bulleted topics are in addition to “hygiene” video content strategy starting May 2021**

## December '21

- *Program Update*
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## January '21

- *Announce Winter Classes/Reg. Start Date*
- *Program Update*

## February '22

- *Winter Class Reg. Reminder*
- *Program Update*

## March '22

- *Winter Classes Start*
- *Announce Summer Camps/Reg. Start Date*
- *Program Update*

# Website Updates

## April '21

- *About Us Page*

## May '21

- *Brick Campaign*
- *Blog Page*
- *Make A Pledge (Naming Opps, Giving Levels)*

## June '21

- *CAC New Programs Page*
- *Registration Integration*

## July '21

- *CRM Integration*

## August '21

- *Volunteer Page*

## September '21

- *FAQ Page*

# Collateral Planning

## Upcoming Needs:

- *Camps – May/June 2021*
- *Program Brochure – July 2021*

# Press Release Strategy

## Level A

- *Written Release + PR Support*
- *Blog Post*
- *Newsletter Announcement*
- *Social Post*

## Level B

- *Blog Post*
- *Newsletter Announcement*
- *Social Post*

## Level C

- *Newsletter Announcement*
- *Social Post*



**Investment**



# À la Carte Hours Listing

## Press Release – 6 Hours

<i>Copy</i>	2
<i>PR Support</i>	4

## Web Page Builds – 3 Hours

<i>Copy</i>	.5
<i>Design</i>	.5
<i>Development</i>	2

## Print Ads/Collateral – 3 Hours

<i>Copy</i>	1
<i>Design</i>	2

## Digital Media Management – 2 Hours

## Partner Support – As needed

**\*\*Hourly rate - \$175/hr**

# Planning: Six Month Outlook



**April 2021**



<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
<i>Website – About Page</i>	0	0	2	2
<i>Tap Takeover Support</i>	2	1	4	7
<i>Misc. Hours</i>	0	0	0	0
<b>TOTAL HOURS</b>				<b>32</b>

**May 2021**

<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
Website - Brick Campaign - Blog Page - Make a Pledge	0	0	9	9
Digital Media Management	2	0	0	2
Misc. Hours	0	0	0	0
<b>TOTAL HOURS</b>				<b>34</b>



**June 2021**

<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
Website - CAC New Programs Page - Registration Integration	0	0	6	6
Collateral - Summer Camps	1	1	1	3
Misc. Hours	0	0	0	0
<b>TOTAL HOURS</b>				<b>32</b>

**July 2021**



<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
<i>Website - CRM Integration</i>	0	0	6	6
<i>Collateral - Programming Flyer</i>	1	1	1	3
<i>Misc. Hours</i>	0	0	0	0
<b>TOTAL HOURS</b>				<b>32</b>

**August 2021**

<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
<i>Website - Volunteer Page</i>	0	0	3	3
<i>Collateral - Programming Flyer</i>	1	1	1	3
<i>Digital Media Management</i>	2	0	0	2
<i>Misc. Hours</i>	0	0	1	1
<b>TOTAL HOURS</b>				<b>32</b>



**September 2021**

<b>Project</b>	<b>Account</b>	<b>Copy</b>	<b>Creative</b>	<b>Total</b>
Newsletters	2	2	4	8
Social Content	1	6	8	15
Website - FAQ Page	0	0	3	3
Digital Media Management	2	0	0	2
Misc.	1	1	2	4
<b>TOTAL HOURS</b>				<b>32</b>



# Media Spend



# Budget Break Down

	FY 21			FY22			
Campaign	Operating	Capital	All Media	Campaign	Operating	Capital	All Media
Totals	1200	1250	2450	Totals	4400	2600	7000
Brick		400	400	Brick		1200	1200
Founders/Giving		400	400	Founders/Giving		200	200
Ground Breaking		50	50	Ground Breaking			0
CAC Merger	400		400	CAC Merger	200		200
Brand Campaign	800		800	Brand Campaign	2400		2400
Aquesta Challenge		400	400	Aquesta Challenge		1200	1200
Class Registration			0	Class Registration	1800		1800

# Ad Schedule/Budget

Ad Type	Campaign Type	Goal	Monthly Ad Budget	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total months	Total Ad Spend
Single Image	Direct Response	Conversions-Sales	\$ 100.00													8	\$ 800.00
Video	Direct Response	Conversions-Sales	\$ 100.00													8	\$ 800.00
Single Image	Direct Response	Conversions-Sales	\$ 100.00													3	\$ 300.00
Video	Direct Response	Conversions-Sales	\$ 100.00													3	\$ 300.00
Single Image	Engagement	Conversions-Sales	\$ 100.00													6	\$ 600.00
Video	Engagement	Conversions-Sales	\$ 100.00													6	\$ 600.00
Video	Engagement	Awareness	\$ 50.00													1	\$ 50.00
Single Image	Engagement	Conversion-Email Sign Up	\$ 100.00													3	\$ 300.00
Single Image	Engagement	Conversion-Email Sign Up	\$ 100.00													3	\$ 300.00
Video	Brand Awareness	Awareness	\$ 100.00													8	\$ 800.00
Single Image	Direct Response		\$ 100.00													8	\$ 800.00
Video	Direct Response		\$ 100.00													8	\$ 800.00
Video	Brand Awareness	Awareness	\$ 300.00													8	\$ 2,400.00
Video	Direct Response	Conversion-Class Reg	\$ 100.00													6	\$ 600.00
																<b>TOTAL</b>	<b>\$ 9,450.00</b>